



PRESS RELEASE

**More than 1,000 students and their families shout “I Love Helmets” in Ho Chi Minh City**

23 May, 2015—Ho Chi Minh City, Vietnam

Today the phrase "I Love Helmets" was heard among students across Ho Chi Minh City as part of a family event encouraging helmet use. Organized under AIP Foundation's *Helmets for Kids* program, the event included a poster exhibition, creative road safety competitions, and several interactive road safety games to improve the awareness and significance of child helmet use. This "I love helmets" family event is the first-ever citywide gathering for school students and their families to participate in road safety activities together.

More than 1,000 students, parents, and school representatives attended the event supported by The UPS Foundation, along with government representatives, UPS Vietnam volunteers, and Goodwill Ambassador Actor Dai Nghia.

"I'm honored to partner with AIP Foundation and The UPS Foundation again with the *Helmets for Kids* program. This event brings life and fun to safety," said Mr. Dai Nghia. "I hope that the students will always consider their helmets as an endearing companion to protect them on the road."

This school year, eight *Helmets for Kids* schools in Ho Chi Minh City received more than 4,000 helmets with the support of The UPS Foundation. Following donations, schools participated in a drawing competition in which students created posters and wrote short essays reflecting the importance of their helmets. The best posters by students from these schools, hand-picked by UPS volunteers, were exhibited at the event for students and their families to enjoy.

At the event, 27 UPS volunteers helped facilitate activities and encourage families to make safe road choices. UPS volunteers have been actively supporting the *Helmets for Kids* program in Vietnam since 2011. They assist AIP Foundation with head measurements for helmet donations, in-class road safety training with students, and extracurricular activities.

"The UPS Foundation and UPS Vietnam understand that active participation can make a profound difference. We are happy to be involved in the 'I love helmets' family event to motivate families to stay safe on the roads," said Mr. Jeff McLean, Managing Director of UPS in Vietnam, and South Asia District Agent Operations.

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**About the Asia Injury Prevention Foundation**

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

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